

STATE OF KANSAS

Event Details (cont.)

Contract # 39091

PeopleSoft Strategic Sourcing

Event ID	Format	Type	Page
17300-EVT0002068	Sell	RFx	6
Event Round	Version		
1	1		
Event Name			
Advertising and Media Buys			
Start Time		Finish Time	
11/19/2013 15:47:00 CDT		12/16/2013 14:00:00 CDT	

Event Currency: US Dollar
Bids allowed in other currency: No

Bidder: MEDIA SOURCE INC
PO BOX 17588
SUITE 205
WICHITA KS 67217-0588
United States

Submit To: Department of Administration
Procurement and Contracts
800 SW Jackson
Suite 600
Topeka KS 66612
United States

Contact: Linda T Gronquist
Phone: 7852962375
Email: linda.gronquist@da.ks.gov

Bidder Information

Firm Name:	THE MEDIA SOURCE, INC		
Name:	Diana M. Fredelake	Signature:	<i>Diana M. Fredelake</i> Date: 12/11/2013
Phone #:	316-945-9455	Fax #:	316 942-8272 (Call before faxing)
Street Address:	2702 Maxwell (Mailing address: P O Box 17588)		
City & State:	Wichita, KS	Zip Code:	67217
Email:	diana@mediasourcewichita.com		

STATE OF KANSAS

Event Details

PeopleSoft Strategic Sourcing

Event ID	Format	Type	Page
17300-EVT0002068	Sell	RFX	1
Event Round	Version		
1	1		
Event Name			
Advertising and Media Buys			
Start Time	Finish Time		
11/19/2013 15:47:00 CDT	12/16/2013 14:00:00 CDT		

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Bids allowed in other currency: No

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Event Description

Establish a contract to provide the ability to obtain advertising and marketing needs, as well as media buy requirements for State of Kansas agencies during the contract period.

General Comments

Questions/Amendment - No pre-proposal conference is scheduled for this Bid Event. Questions requesting clarification of the Bid Event must be submitted via email (in MS Word format) to the Procurement Officer (Event Contact) indicated above

prior to the close of business on Monday, December 2, 2013.

Each question or clarification should reference the appropriate Bid Event section.

Failure to notify the Procurement Officer (Event Contact) of any conflicts or ambiguities in the Bid Event may result in items being resolved in the best interest of the State. Any modification to this Bid Event as a result of written responses to questions received, shall be made in writing by amendment and dispatched to all bidders invited to this event. Only written communications are binding.

Answers to questions will be available in the form of an amendment on the Procurement and Contracts' website, <http://da.ks.gov/purch>.

It shall be the responsibility of all participating bidders to acquire any and all amendments and additional information as it is made available from the web site cited above. Vendors/Bidders not initially invited to participate in this Bid Event must notify the Procurement Officer (Event Contact) of their intent to bid at least 24 hours prior to the event's closing date/time. Bidders are required to check the website periodically for any additional information or instructions.

0005 - Request for Proposal pursuant to K.S.A. 75-37,102

MANDATORY REQUIREMENT: If you are interested in bidding on this transaction you MUST BE OFFICIALLY INVITED to the event. Contact the person named above at least 24 HOURS BEFORE the official finish date and time to request the official invitation.

Due to State of Kansas SMART Strategic Sourcing System requirements, any bidder with an interest in bidding on any State of Kansas SOURCING EVENT must officially request an invitation from the Procurement Officer (Event Contact) at least 24 hours before the Bid Event official finish date and time. If you fail to request such in a timely fashion, your bid may be rejected in its entirety.

EXCEPTION: If you have received a Bid Event Document with your company's name in the upper right hand corner of the document, your company has already been invited to the bid event.

If you are not a registered bidder/vendor with the state of Kansas you must register as a bidder AND request official invitation at least 24 hours before the Bid Event official finish date and time. To register as a bidder visit the following web site: <http://www.da.ks.gov/purch/BidderRegistration.doc>

BIDDER MUST OBTAIN A CURRENT TAX CLEARANCE CERTIFICATE

A "Tax Clearance" is a comprehensive tax account review to determine and ensure that the account is compliant with all primary Kansas Tax Laws administered by the Kansas Department of Revenue (KDOR) Director of Taxation. Information pertaining to a Tax Clearance is subject to change(s), which may arise as a result of a State Tax Audit, Federal Revenue Agent Report, or other lawful adjustment(s).

INSTRUCTIONS: To obtain a Current Tax Clearance Certificate, you must:

- Go to <http://ksrevenue.org/taxclearance.html> to request a Tax Clearance Certificate
- Return to the website the following working day to see if KDOR will issue the certificate
- If issued an official certificate, print it and attach it to your bid response
- If denied a certificate, engage KDOR in a discussion about why a certificate wasn't issued

STATE OF KANSAS

Event Details (cont.)

PeopleSoft Strategic Sourcing

Event ID	Format	Type	Page
17300-EVT0002068	Sell	RFx	2
Event Round	Version		
1	1		
Event Name			
Advertising and Media Buys			
Start Time	Finish Time		
11/19/2013 15:47:00 CDT	12/16/2013 14:00:00 CDT		

Event Currency: US Dollar
Bids allowed in other currency: No

Bidder: MEDIA SOURCE INC
PO BOX 17588
SUITE 205
WICHITA KS 67217-0588
United States

Submit To: Department of Administration
Procurement and Contracts
800 SW Jackson
Suite 600
Topeka KS 66612
United States

Contact: Linda T Gronquist
Phone: 7852962375
Email: linda.gronquist@da.ks.gov

Bidders (and their subcontractors) are expected to submit a current Tax Clearance Certificate with every event response.

REMINDER: You will need to sign back into the KDOR website to view and print the official tax clearance certificate.

Information about Tax Registration can be found at the following website:
<http://www.ksrevenue.org/busregistration.html>

Procurement and Contracts reserves the right to confirm tax status of all potential contractors and subcontractors prior to the release of a purchase order or contract award.

In the event that a current tax certificate is unavailable, Procurement and Contracts reserves the right to notify a bidder (one that has submitted a timely event response) that they have to provide a current Tax Clearance Certificate within ten (10) calendar days, or Procurement and Contracts may proceed with an award to the next lowest responsive bidder, whichever is determined by the Director of Purchases to be in the best interest of the State.

XML Bid Submission will NOT be accepted for this Bid Event.

- ATTC - See the attachment for additional information.

General Questions

Question	UOM	Response
How many relevant years of experience does your organization possess?		45
Required: No Mandatory ResponseNo		

Response Comments

42 years for Diana; 45 years for Greg Hobson. See General Question #1 attachment A

Is a completed Immigration Reform and Control form included with this bid event submission (refer to Item #4, Appendix B - Terms and Conditions, Event Details document)? PRINT OUT, SIGN AND RETURN WITH BID.

Required: No Mandatory ResponseNo

yes

Response Comments

Signed and attached

Does your organization accept the State of Kansas terms and conditions as stated?

Required: No Mandatory ResponseNo

Yes

STATE OF KANSAS

Event Details (cont.)

PeopleSoft Strategic Sourcing

Event ID	Format	Type	Page
17300-EVT0002068	Sell	RFx	3
Event Round	Version		
1	1		
Event Name			
Advertising and Media Buys			
Start Time	Finish Time		
11/19/2013 15:47:00 CDT	12/16/2013 14:00:00 CDT		

Event Currency: US Dollar
Bids allowed in other currency: No

Bidder: MEDIA SOURCE INC
PO BOX 17588
SUITE 205
WICHITA KS 67217-0588
United States

Submit To: Department of Administration
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Suite 600
Topeka KS 66612
United States

Contact: Linda T Gronquist
Phone: 7852962375
Email: linda.gronquist@da.ks.gov

Response Comments

Procurement Card (P-Card): Presently, many State Agencies use a State of Kansas Procurement Card (Visa-branded P-Card) in lieu of a state warrant to pay for some of its purchases. No additional charges will be allowed for using the card.
May agencies use their P-Card for contract purchases?

no

Required: No Mandatory ResponseNo

Response Comments

We allow direct deposit to our account from yours

Political Subdivisions: Political subdivisions (City, County, School Districts, etc.) are permitted to utilize contracts administered by Procurement and Contracts. Conditions included in this contract shall be the same for political subdivisions. The State has no responsibility for payments owed by political subdivision. The vendor must deal directly with the political subdivision.
Is pricing available to political subdivisions?

Yes

Required: No Mandatory ResponseNo

Response Comments

Is a current Tax Clearance Certificate included with this bid event submission (refer to Item #3, Appendix B - Terms and Conditions, Event Details document)? APPLY ON-LINE, PRINT OUT WHEN AVAILABLE AND RETURN WITH BID.

Yes

Required: No Mandatory ResponseNo

Response Comments

Transaction ID TSUS-E354-2VEC ENCLOSED

STATE OF KANSAS

Event Details (cont.)

PeopleSoft Strategic Sourcing

Event ID	Format	Type	Page
17300-EVT0002068	Sell	RFx	4
Event Round	Version		
1	1		
Event Name			
Advertising and Media Buys			
Start Time		Finish Time	
11/19/2013 15:47:00 CDT		12/16/2013 14:00:00 CDT	

Event Currency: US Dollar
Bids allowed in other currency: No

Bidder: MEDIA SOURCE INC
PO BOX 17588
SUITE 205
WICHITA KS 67217-0588
United States

Submit To: Department of Administration
Procurement and Contracts
800 SW Jackson
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Topeka KS 66612
United States

Contact: Linda T Gronquist
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STATE OF KANSAS

Event Details (cont.)

PeopleSoft Strategic Sourcing

Event ID	Format	Type	Page
17300-EVT0002068	Sell	RFx	5
Event Round	Version		
1	1		
Event Name			
Advertising and Media Buys			
Start Time	Finish Time		
11/19/2013 15:47:00 CDT	12/16/2013 14:00:00 CDT		

Event Currency: US Dollar
Bids allowed in other currency: No

Bidder: MEDIA SOURCE INC
PO BOX 17588
SUITE 205
WICHITA KS 67217-0588
United States

Submit To: Department of Administration
Procurement and Contracts
800 SW Jackson
Suite 600
Topeka KS 66612
United States

Contact: Linda T Gronquist
Phone: 7852962375
Email: linda.gronquist@da.ks.gov

Line Details

Line: 1 Item ID: Line Qty: 1 UOM: Batch Lot Bid Qty:
Required: No Reserve Price: No Min/Max Qty: No min / No max

Description: Advertising and Media Buys

Question	UOM	Response
Enter pricing on Cost Sheet within Bid Specifications document; DO NOT enter pricing, here.		<input type="text"/>

Required: No Mandatory Response: No

Response Comments

See Pricing Sheet Attachment B

STATE OF KANSAS

Event Details (cont.)

PeopleSoft Strategic Sourcing

Event ID	Format	Type	Page
17300-EVT0002068	Sell	RFx	7
Event Round	Version		
1	1		
Event Name			
Advertising and Media Buys			
Start Time		Finish Time	
11/19/2013 15:47:00 CDT		12/16/2013 14:00:00 CDT	

Event Currency: US Dollar
Bids allowed in other currency: No

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United States

Contact: Linda T Gronquist
Phone: 7852962375
Email: linda.gronquist@da.ks.gov

Appendix A - Line Specifications

Line: 1 Item ID: Line Qty: 1 UOM: Batch Lot
Description: Advertising and Media Buys

Item Specifications

Manufacturer:	Mfg Item ID:
Item Length: 0	Item Height: 0
Item Width: 0	Dimension UOM:
Item Volume: 0	Volume UOM:
Item Weight: 0	Weight UOM:
Item Size:	Item Color:

Shipping Information

Schedule: 1	Ship To:	Procurement and Contracts
Quantity: 1		Procurement and Contracts
Due Date: 12/30/2013		800 SW Jackson
Freight Terms:		Suite 600
Ship Via:		Topeka KS 66612
		United States

STATE OF KANSAS

Event Details (cont.)

PeopleSoft Strategic Sourcing

Event ID	Format	Type	Page
17300-EVT0002068	Sell	RFx	8
Event Round	Version		
1	1		
Event Name			
Advertising and Media Buys			
Start Time	Finish Time		
11/19/2013 15:47:00 CDT	12/16/2013 14:00:00 CDT		

Event Currency: US Dollar
Bids allowed in other currency: No

Bidder: MEDIA SOURCE INC
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WICHITA KS 67217-0588
United States

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Suite 600
Topeka KS 66612
United States

Contact: Linda T Gronquist
Phone: 7852962375
Email: linda.gronquist@da.ks.gov

Appendix B - Terms & Conditions

- It is the bidder's responsibility to submit questions, acknowledge addenda and attend pre-bid conferences as indicated in this event or attachment(s). When communicating always refer to the Bid Event ID.
- Conflict of Interest:** With the submission of a response for this bidding event, you certify that you do not have any substantial conflict of interest sufficient to influence the bidding process of this event. A conflict of substantial interest is one which a reasonable person would think would compromise the opening bidding process.
- BIDDER MUST OBTAIN A CURRENT TAX CLEARANCE CERTIFICATE** A "Tax Clearance" is a comprehensive tax account review to determine and ensure that the account is compliant with all primary Kansas Tax Laws administered by the Kansas Department of Revenue (KDOR) Director of Taxation. Information pertaining to a Tax Clearance is subject to change(s), which may arise as a result of a State Tax Audit, Federal Revenue Agent Report, or other lawful adjustment(s). **INSTRUCTIONS:** To obtain a Current Tax Clearance Certificate, you must: 1) Go to: <http://ksrevenue.org/taxclearance.html> to request a Tax Clearance Certificate; 2) Return to the website the following working day to see if KDOR will issue the certificate; 3) If issued an official certificate, print it and attach it to your bid response; and 4) If denied a certificate, engage KDOR in a discussion about why a certificate wasn't issued. Bidders (and their subcontractors) are expected to submit a current Tax Clearance Certificate with every event response. **REMINDER:** You will need to sign back into the KDOR website to view and print the official tax clearance certificate. Information about Tax Registration can be found at the following website: <http://www.ksrevenue.org/busregistration.html>. Procurement and Contracts reserves the right to confirm tax status of all potential contractors and subcontractors prior to the release of a purchase order or contract award. In the event that a current tax certificate is unavailable, Procurement and Contracts reserves the right to notify a bidder (one that has submitted a timely event response) that they have to provide a current Tax Clearance Certificate within ten (10) calendar days, or Procurement and Contracts may proceed with an award to the next lowest responsive bidder, whichever is determined by the Director of Purchases to be in the best interest of the State.
- Immigration and Reform Control Act of 1986 (IRCA):** All contractors are expected to comply with the Immigration and Reform Control Act of 1986 (IRCA), as may be amended from time to time. This Act, with certain limitations, requires the verification of the employment status of all individuals who were hired on or after November 6, 1986, by the contractor as well as any subcontractor or sub-contractors. The usual method of verification is through the Employment Verification (I-9) form. With the submission of this bid, the contractor hereby certifies without exception that such contractor has complied with all federal and state laws relating to immigration and reform. Any misrepresentation in this regard or any employment of persons not authorized to work in the United States constitutes a material breach and, at the State's option, may subject the contract to termination for cause and any applicable damages. Unless provided otherwise herein, all contractors are expected to be able to produce for the State any documentation or other such evidence to verify Contractor's IRCA compliance with any provision, duty, certification, or like item under the contract. Bidders must submit a Certification Regarding Immigration Reform & Control form with every event response. The form can be found at the following website: <http://da.ks.gov/purch/Forms.htm>.
- Competition:** The purpose of this Request is to seek competition. The bidder shall advise Procurement and Contracts if any specification, language or other requirement inadvertently restricts or limits bidding to a single source. Notification shall be in writing and must be received by Procurement and Contracts no later than five (5) business days prior to the event closing date. The Director of Purchases reserves the right to waive minor deviations in the specifications which do not hinder the intent of this Request.
- Acceptance or Rejection:** The State reserves the right to accept or reject any or all bid responses or part of a response; to waive any informalities or technicalities; clarify any ambiguities in responses; modify any criteria in this Event; and unless otherwise specified, to accept any item in a response.
- Disclosure of Bid Event Content and Proprietary Information:** All bid responses become the property of the State of Kansas. The Kansas Open Records Act (K.S.A. 45-215 et seq) requires public information be placed in the public domain at the conclusion of the selection process, and be available for examination by all interested parties. More information on this subject can be found at the following website: <http://da.ks.gov/purch/KSOpenRecAct.doc>

STATE OF KANSAS

Event Details (cont.)

PeopleSoft Strategic Sourcing

Event ID	Format	Type	Page
17300-EVT0002068	Sell	RFx	9
Event Round	Version		
1	1		
Event Name			
Advertising and Media Buys			
Start Time		Finish Time	
11/19/2013 15:47:00 CDT		12/16/2013 14:00:00 CDT	

Event Currency: US Dollar
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Contact: Linda T Gronquist
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Email: linda.gronquist@da.ks.gov

8. Debarment of State Contractors. Any Contractor who defaults on delivery or does not perform in a satisfactory manner as defined in this Agreement may be barred for a period up to three (3) years, pursuant to K.S.A. 75-37,103, or have its work evaluated for pre-qualification purposes. Contractor shall disclose any conviction or judgment for a criminal or civil offense of any employee, individual or entity which controls a company or organization or will perform work under this Agreement that indicates a lack of business integrity or business honesty. This includes (1) conviction of a criminal offense as an incident to obtaining or attempting to obtain a public or private contract or subcontract or in the performance of such contract or subcontract; (2) conviction under state or federal statutes of embezzlement, theft, forgery, bribery, falsification or destruction of records, or receiving stolen property; (3) conviction under state or federal antitrust statutes; and (4) any other offense the State determines to be so serious and compelling as to affect responsibility as a state contractor. For the purpose of this section, an individual or entity shall be presumed to have control of a company or organization if the individual or entity directly or indirectly, or acting in concert with one or more individuals or entities, owns or controls twenty-five (25) percent or more of its equity, or otherwise controls its management or policies. Failure to disclose an offense may result in disqualification of the Proposal or termination of the Agreement, as determined by the State.
9. Accounts Receivable Set-Off Program: If during the course of this contract the Contractor is found to owe a debt to the State of Kansas, agency payments to the Contractor may be intercepted / setoff by the State of Kansas. Notice of the setoff action will be provided to the Contractor. Pursuant to K.S.A. 75-6201 et seq, Contractor shall have the opportunity to challenge the validity of the debt. If the debt is undisputed, the Contractor shall credit the account of the agency making the payment in an amount equal to the funds intercepted. K.S.A. 75-6201 et seq. allows the Director of Accounts and Reports to set off funds the State of Kansas owes Contractors against debts owed by the contractor to the State of Kansas. Payments set off in this manner constitute lawful payment for services or goods received. The Contractor benefits fully from the payment because its obligation to the State is reduced by the amount subject to setoff.

Last Updated: 01/08/2013

STATE OF KANSAS

Event Details (cont.)

PeopleSoft Strategic Sourcing

Event ID	Format	Type	Page
17300-EVT0002068	Sell	RFx	10
Event Round	Version		
1	1		
Event Name			
Advertising and Media Buys			
Start Time		Finish Time	
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Event Currency: US Dollar
Bids allowed in other currency: No

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Contact: Linda T Gronquist
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Email: linda.gronquist@da.ks.gov

GENERAL QUESTION #1 ATTACHMENT A EVT 0002068

In 1986, a Kansas ad woman with fifteen years of agency work on her resume left the agency side of the business to launch what was then a fledgling concept. The idea was to be a genuine market strategy service that elevated media strategy and placement to a level more in keeping with the budgets and the hopes of advertisers. She envisioned a fresh kind of operation, one that treated media like both a science and an art. The Media Source, Inc. was born and soon incorporated.

Before long the Media Source, Inc. had established itself as a wellspring of guidance driven by client goals and then translated by both sides of the brain. Smart advertisers began seeing the company as a steadfast strategic partner with a knack for turning everyday budgets into measurably greater results.

At the helm of this quarter-century all-woman success story today are three proven marketing strategists whose work has received countless awards of excellence in addition to exceeding the objectives and expectations of their clients.

Three media strategists are assigned to harvest the maximum amount of meaningful exposure from every dollar of your investment. Your lead strategist and negotiator is Diana Fredelake, among the region's most astute media minds with more than four decades of experience to apply to the efforts of the Kansas agencies. Fredelake has been recognized by her peers with numerous advertising and marketing communications awards of excellence. ***Diana will conduct the market research and strategy. She provided the research of the Kansas Voters profile to Todd Tiahrt for ten of his twelve years of service as 4th District Congressman Kansas in the U.S. House of Representatives. She also was one of the research/strategists for Mike Pompeo through 2010 highly contested Republican Primary Election in the 4th District Kansas and implemented that same strategy through the General Election. Fredelake also has provided the research and strategy for six (6) successful sitting judges over the past ten years. Since 1988, Diana has advised and researched media markets for Fugate Enterprises, franchisee for Pizza Hut (125 markets Coast to Coast and Taco Bell in Topeka, Wichita, Pittsburg, Joplin, Lincoln/Hastings/Kearney NE and Bowling Green KY DMA's.***

GENERAL QUESTION #1 ATTACHMENT A EVT 0002068

Your creative director is Greg Hobson. His background spans 43 years and a long list of highly respected brands. On that list are companies such as Cessna, Pizza Hut, Coleman, Spirit AeroSystems, Cargill, Bank IV, the National Business Aviation Association and dozens of other advertisers, both global and regional in scope. His award-winning work for those brands cuts across virtually all media, including television, radio, print, broadcast, outdoor, internet, promotional movies and more.

In addition to his advertising career, Hobson has established himself as noteworthy Kansas photographer. His images of our state can be seen in the congressional offices of Representative Mike Pompeo, and will soon hang on the walls of Emprise Bank locations across much of Kansas.

He is also in the planning stages of a number of film projects, including a documentary on the special relationship between Arnold Palmer and Dwight Eisenhower.

References for Greg Hobson—Creative Director

Russ Meyer
Chairman Emeritus of Cessna Aircraft Company
One Cessna Blvd.
Wichita, KS 67215
316-517-8000
rwmeier@cessna.textron.com

Ed Bolen
President and CEO of the National Business Aviation Association
1200 18th St. Suite 400
Washington, DC 20036
202-783-9000
ebolen@nbaa.org

Richard Smith
President of Range Oil Company
125 N Market Street # 1120
Wichita, KS 67202-1757
316-265-6231
(no email address)

GENERAL QUESTION #1 ATTACHMENT A EVT 0002068

References for Diana Fredelake Owner Media Source/ Market & Media Strategy

Susan Pompeo

*1310 North Perth Ct
Wichita Ks 67208*

Email: spompeo79@gmail.com

Congressman Mike Pompeo

*1310 North Perth Ct
Wichita Ks 67208*

Email: MikePompeo86@gmail.com

Melissa Cohlmiia

*Director of Communications
KOCH INDUSTRIES
4111 E 37th St N
Wichita Ks 67220-3203
316-828-3756*

Email: Melissa.Cohlmiia@kochps.com

In keeping with our founding concept The Media Source, Inc. works within the budget set by the client (in this case the Kansas agency) seeking our advice and guidance.

Our company works as a strategic partner with the expertise of planning the media placement creatively that breaks through the clutter.

Creative director is Greg Hobson. Hobson's work cuts across all media--television, radio, printing, outdoor, internet, and movies. He garners his awards through careful collaboration with the client first and then reaches the target in a memorable creative message. He has the ability to communicate with the client as well as the target audience. Each campaign will be bid according to the media needed. In many cases, the media has to be adjusted to what the budget will bear—and Greg has no problem with that task.

The Media Source, Inc. is a recognized media buying service which means that the print publications, radio stations and television stations pays them a 15% commission on the media placed. The client pays nothing for the research placement and post-buy analysis. The client benefits from the 40+ year's expertise at no cost. Diana believes that The Media Source, Inc. grows as the client prospers--a belief that has allowed 28 years of growth and survival.

Office of Facilities & Procurement Management
800 S.W. Jackson St., Room 600
Topeka, KS 66612



Phone: (785) 296-8070
Fax: (785) 296-3456
mark.mcgivern@da.ks.gov
<http://da.ks.gov/fm>

Jim Clark, Secretary
Mark J. McGivern, Director

Sam Brownback, Governor

AMENDMENT

December 4, 2013

Amendment Number: 1

RFP Number: EVT0002068

Closing Date: December 16, 2013, 2:00 PM

Procurement Officer: Linda Gronquist
Telephone: 785-296-2375
E-Mail Address: linda.gronquist@da.ks.gov

Item: Advertising, marketing and Media Buys

Agency(s): Statewide, Optional Use

Conditions: Responses to questions posed by vendors are reflected on the following page.

A signed copy of this Addendum must be submitted with your bid. If your bid response has been returned, submit this Addendum by the closing date indicated above.

I (We) have read and understand this addendum and agree it is a part of my (our) bid response.

NAME OF COMPANY OR FIRM: THE MEDIA SOURCE INC

SIGNED BY: Nicolas M. Fredelake

TITLE: PRESIDENT / OWNER DATE: 12/11/2013

It shall be the vendor's responsibility to monitor this website on a regular basis for any changes/addenda.

<http://www.da.ks.gov/purch/>

VENDOR QUESTIONS
RFP # EVT0002068
Statewide Advertising, Marketing and Media Buys

1. Are there any agencies excluded from this RFP for Marketing/Advertising services - that may or may not already have an "agency of record". If so, what agencies are excluded?

The following agencies have existing advertising/marketing contracts and would not be anticipated users of like-services contained within this RFP:

**Kansas Lottery
Department of Health and Environment
Department of Commerce
Wildlife, Parks and Tourism
Kansas State Fair Board
Department of Agriculture**

2. Are media buys commissionable based on State policy for this RFP?

Contractors awarded contracts resultant from this RFP will not be allowed to charge a separate commission on the required services.

3. Define "political subdivision options" and what departments/agencies/entities are included?

Political subdivisions include any other governmental entity – cities, counties, school districts, local municipalities, etc.

4. If awarded will all agencies be required to use the selected State "Agency of Record"?

As indicated on page 20 of the RFP Specifications document, "...this RFP is issued in order that a Qualified Vendor List (QVL) may be created, providing vendor options to the agencies as needs arise. Award will consist of the QVL listing, providing several Contractor entities from which the users may choose; contact will be made by agencies as service needs arise."

Multiple awards are anticipated, to create the Qualified Vendor List (QVL). Then, when agencies have a need for these services, they can contact any or all of the vendors listed to obtain pricing for that specific need.

5. Is special consideration given to firms located in Kansas?

No.

6. Maybe I am missing something; but if each individual campaign/agency will have a budget for their campaign, I am not sure how to bid for this because our agency tries to live within each individual budget and prepare the creative based on budget and need. There is no charge for media planning and market research because we just take the usual 15% commission that is offered by the publications/stations. Do I just fill out the form that we are interested?

This RFP's intent is to set up an "umbrella" contract that will cover a lot of agencies' needs in the area of advertising and media buying. There's nothing to "price" ... but pricing sheets or something of that nature can be submitted, for our reference; any general pricing information that may be provided will be for comparative purposes only ... each project, as it comes along, will be individually quoted and awarded.

7. Is this bid just statewide or would you accept any bidders outside of the state?

See response to Question 5.

8. Can a contractor submit a response for the above bid event for just the Media Buying services portion only?

Yes. Bidders should include in their response information regarding the types of services they would offer if awarded a place in any contract resultant from this RFP.

9. How many State agencies do you estimate might utilize the services awarded with this contract?

It would be available to all State agencies; as this is a new contracting effort, there is no historical information regarding how much use it will generate.

10. Once award is made, will vendor(s) be provided with a list of the Agencies and contacts that might be utilizing the services outlined in this contract?

Contracts resultant from this RFP will be available to all state agencies.

11. How many creative projects do you expect to be requested during the course of one year?

See answer to Question #9.

12. How many media projects do you expect to be requested during the course of one year?

See answer to Question #9.

13. Is there any specific time of the year that you expect the volume to be heaviest?

No.

14. How many contractors do you expect to be on the final QVL?

That is dependent upon the number of proposals submitted and the vendors' qualifications. There will definitely be a choice of several vendors and a mix of service offerings.

15. In our experience working for Kansas government agencies, the primary marketing and advertising goals are focused on behavior change and/or creating heightened awareness of a program/initiative/problem/solution. Do you expect this to change under this contract? For example, do you foresee marketing items or services for sale to end-user consumers?

The goal types are not anticipated to change. The State of Kansas is not looking to be selling items.

16. We understand there are no specific needs for marketing or advertising services at this time, but can you provide us with an example assignment/project that includes desired outcomes and budget?

Examples of past projects that could fall under this contract umbrella include:

- **Voter Registration sign-up and Voter education**
- **New Drivers Licensing policies/changes**
- **PSAs for health, safety and education awareness**

Budgets cover a wide spectrum; this RFP imposes no limitations at this time.

17. Is the markup of out-of-pocket expenses allowed to cover taxes?

State of Kansas agencies are tax exempt.

18. When developing new creative concepts, is there a preference on the number of unique concepts to be presented per campaign?

That will be determined by each agency, upon initial contact with the vendor.

19. Relating to ROI measurement, are there any Federal Government agencies requiring specialized reporting techniques included under this umbrella contract? If so, what are they?

ROI metrics will be determined by agency need, by project, at the time of utilization of services.



Sam Brownback, Governor
Nick Jordan, Secretary

www.ksrevenue.org

CERTIFICATE OF TAX CLEARANCE

THE MEDIA SOURCE, INC

ISSUE DATE

12/11/2013

TRANSACTION ID

TSUS-E354-2VEC

CONFIRMATION NUMBER

CJAE-H452-5ACE

TAX CLEARANCE VALID THROUGH 03/11/2014

*Verification of this certificate can be obtained on our website, www.ksrevenue.org,
or by calling the Kansas Department of Revenue at 785-296-3199*

**CERTIFICATION REGARDING
IMMIGRATION REFORM & CONTROL**

All Contractors are expected to comply with the Immigration and Reform Control Act of 1986 (IRCA), as may be amended from time to time. This Act, with certain limitations, requires the verification of the employment status of all individuals who were hired on or after November 6, 1986, by the Contractor as well as any subcontractor or sub-subcontractor. The usual method of verification is through the Employment Verification (I-9) Form. With the submission of this bid, the Contractor hereby certifies without exception that Contractor has complied with all federal and state laws relating to immigration and reform. Any misrepresentation in this regard or any employment of persons not authorized to work in the United States constitutes a material breach and, at the State's option, may subject the contract to termination and any applicable damages.

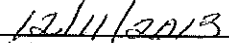
Contractor certifies that, should it be awarded a contract by the State, Contractor will comply with all applicable federal and state laws, standards, orders and regulations affecting a person's participation and eligibility in any program or activity undertaken by the Contractor pursuant to this contract. Contractor further certifies that it will remain in compliance throughout the term of the contract.

At the State's request, Contractor is expected to produce to the State any documentation or other such evidence to verify Contractor's compliance with any provision, duty, certification, or the like under the contract.

Contractor agrees to include this Certification in contracts between itself and any subcontractors in connection with the services performed under this contract.



Signature, Title of Contractor



date